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www.dhss.mo.gov/SmokingAndTobacco

## 1-800-QUIT-NOW

*Missouri smokers who want to quit are getting help.*

**S**tarting June 1, Missouri residents will have more help when wanting to quit smoking. The Missouri Department of Health and Senior Services (DHSS) has contracted with Free & Clear of Seattle, Washington, to provide toll-free quitline counseling service in Missouri. The toll-free number is 1-800-QUIT-NOW (1-800-784-8669).

Missouri's quitline service is funded by the Centers for Disease Control and Prevention (CDC)—longtime advocates of telephone counseling for effective intervention to increase quitting. Missouri's contract was entered into through a cooperative procurement process with the state of Oklahoma.

DHSS's Health Promotion Unit will manage the contract.

The Washington State Department of Health considers the Free & Clear telephone counseling service to be a cornerstone of the state Tobacco Prevention and Control Program. More than 44,000 Washington residents have called the toll-free Washington State Tobacco Quit Line. That state recently had the pleasure of announcing a 12 percent decline in the statewide rate of smoking. To date, Washington state officials estimate the percentage of decline in smoking rate translates to 115,000 fewer smokers, a saving of 38,000 future tobacco-related deaths, and about \$1.4 billion in future medical costs.

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"Missouri doesn't yet have a comprehensive tobacco prevention program as does Washington State," said Janet Wilson, who as DHSS Health Promotion Unit Chief oversees the Tobacco Use Prevention Program. "But the Missouri Tobacco Quitline is an important part of the foundation of Missouri's comprehensive strategic plan to reduce tobacco use."  
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## The power of one

**T**eamwork is without a doubt the cornerstone of any effort to effect social change. But even a team must start somewhere. Usually that start is an individual armed with little more than an idea, a question or maybe even just a bit of righteous indignation. An individual starts asking themselves questions such as, why does it have to be so? Soon, they start to ask others, and the next thing you know a movement is afoot. Here are ten questions answered by four Missourians who started asking that question: Megan Hottman, Delores Joyce, Evelyn Robertson and Chris Brandt.

### Megan Hottman

Judicial Law Clerk  
Kansas City, MO

The first line of a *Kansas City Star* article dated Jan 28, 2005, sums up Megan Hottman's efforts to eliminate smoking in her workplace: "Smoking opponents won a victory this week when Jackson County banned smoking in the garage of the County Courthouse." But of course that one-line summation cannot say it all. A little deeper into the article, is a short reference to her determination: "Eliminating the garage smoking area comes after county circuit law clerk



Megan Hottman began a campaign last August to toughen the county's no-smoking policy."

**Update: How long have you been involved with the tobacco use prevention issue?**

Megan Hottman: "I have been involved with the non-smoking issue since August 2004, when I began my employment at a facility that allows smoking indoors."

**Update: What was your first tobacco use prevention task?**

Megan Hottman: "My first task—and only task at this point—has been to work towards the total elimination of the smoking inside my place of employment,

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# 1-800-QUIT-NOW

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According to Wilson, Missouri is fertile ground for a telephone quitline counseling service. In a recent study, DHSS found that about one-half of the more than one million Missouri adult smokers report having tried to quit, and almost two-thirds (61.6 percent) said they were seriously considering quitting in the next six months. The same study, however, found that a scant 2.8 percent of Missouri smokers who had tried to quit had used assistance such as classes or counseling.

"All credible evidence points to the effectiveness of professional counseling," Wilson said, "especially in combination with one or more of the pharmaceutical aids that are available over-the-counter, or by prescription."

Free & Clear, formerly the Center for Health Promotion, Inc., has 20 years of experience in telephone cessation counseling. It currently has contracts with twelve states, 22 corporations and 34 health plans across the nation. The customer satisfaction rate for Free & Clear services is 98 percent. Free & Clear counselors receive more than 75 hours of training and participate in

continuing education sessions on a monthly basis.

Wilson said the Free & Clear Quitline service offered the comprehensive approach that the Missouri program was looking for. All tobacco users are eligible for one comprehensive counseling session lasting an average of 30 minutes. All callers also receive a kit of self-help materials.

"While the basic service is available to all Missouri residents," Wilson said, "limited funding will allow extended counseling to be available only to those

meeting eligibility requirements."

Wilson said those requirements included pregnant women, Medicaid recipients and the uninsured. She added that health care providers would be able to request a consultation with medical staff on treating tobacco dependence.

For more information about the Missouri Tobacco Quitline, a fact sheet may be downloaded from the DHSS website at [www.dhss.mo.gov/SmokingAndTobacco](http://www.dhss.mo.gov/SmokingAndTobacco), or call Janet Wilson at 1-866-726-9926. ■

## According to Wilson, with Free & Clear Missouri has signed on with a recognized industry leader:

- #1 in 1-year quit rates (24-34%)
- #1 in number of clients: 34 health plans, 22 corporations and 12 states (35 million lives)
- #1 in participants: 390,000
- #1 in experience: 20 years
- #1 in clinical proof: 21 published studies
- Cited as a model program by both the U.S. Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation

## The power of one (Continued from page one)

which is a public, local government building. It is a building that large amounts of the public must visit, sometimes against their will, but must visit nonetheless.

There is an incredible amount of smoking that takes place inside this building, in large part due to the phraseology of the smoking policies currently in place. They were written in 1993 and are incredibly outdated, not to mention they are full of loopholes, which allow anyone to smoke in any part of the building, with few exceptions."

### Update: Do you have a personal motivation for getting involved?

Megan Hottman: "As a semi-professional cyclist, marathoner, and triathlete, my entire life revolves around training, eating right, resting, and also training/coaching other athletes. My life is focused on health. When I graduated

from law school and took a job in a government office building, it never occurred to me I would have to work in a smoke-filled environment. Never, in a thousand years, did I imagine that I would be exposed to (and expected to tolerate) second-hand smoke every day at my place of employment. It is not only detrimental to my health and my fitness goals, but it is contrary to everything I stand for."

### Update: This really is the classic David-vs-Goliath campaign; so what keeps you motivated when your goals seem unobtainable?

Megan Hottman: "Other than my own personal interests in improving the environment I have to work in every day, it is my desire to help people around me live and work in a healthier place. Over 38,000 NONSMOKERS die each year from exposure to second-hand smoke.

Not to mention ALL of the health problems secondhand smoke causes to pregnant women, and small children. My anger definitely fuels my persistence—I have a hard time understanding why someone's habit or addiction should be allowed to jeopardize my health. Further, smokers are allowed to work almost 3 less hours each week than nonsmokers, given their 15-20 minute smoke breaks each day. I don't take an 'Exercise break' twice a day, at 10:15 am and 3:15 pm, but maybe I should?"

### Update: If an individual really can make a difference, what is the best way for them to get started?

Megan Hottman: "Nonsmokers need to get over the fear of hurting smokers' feelings. This issue is NOT a personal one. I have a lot of smoking friends, and

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I like a lot of my smoking co-workers. It is not the person I have a problem with, it is the habit I despise. My philosophy is 'Smokefree starts with me.'

Any one individual can make a difference by:

a. Telling the owner/manager at your favorite bar/restaurant/bowling alley/establishment that you won't be coming back until the smoking sections are eliminated.

b. When someone lights up in your presence, tell them you will not tolerate secondhand smoke. Do not sit silently by and let people expose you to secondhand smoke. Do not let the fear of hurting their feelings, or embarrassing yourself, make you stay silent. You have a right to breathe clean air, and to live healthily!

c. Do your research and if possible, consider legal action. More and more courts are finding in favor of nonsmoking employees, and against their employers, for failing to provide a smokefree workplace. Secondhand smoke is a carcinogen. Why should any employee assume they will be subjected to something toxic at work? Assert your legal rights, especially if your health is suffering.

d. Approach the higher-ups at your place of employment and file a complaint. Do not worry about being a whistleblower. If you are afraid, see #b above.

e. Take your plight to the media. With more and more cities and workplaces enacting no-smoking ordinances, those that haven't are receiving bad press. No one likes bad press, and it gets the attention of the people who can make a change, incredibly fast."

***Update: What is your favorite tobacco prevention website?***

Megan Hottman: "Mine ;) — [www.smokefreebracelets.com](http://www.smokefreebracelets.com)

Because this isn't about raising money to fund research, or helping smokers quit (although I offer), or anything theoretical...it's about each non-smoker asserting his/her right to be free from secondhand smoke. If that means only spending your money at smoke-free establishments, or contacting your local government, or complimenting the people who run the places that ARE smokefree each time you visit, then that's what it takes. Nonsmokers are the majority—so why is it that we seem to

make the least amount of noise?"

***Update: Do you have a champion, someone you admire, in tobacco prevention?***

Megan Hottman: "My uncle, Larry Kraft, a retired law school professor, is my anti-smoking champion. He began his campaign in North Dakota back in the 1980s, when we were just beginning to learn of the detrimental effects of secondhand smoke. He had the guts, even back then (when smoking was still widely accepted) to tell people what he thought and to express his unwillingness to tolerate other people's smoke. Thanks in large part to his efforts, the citizens in his city can go bowling in smoke-free bowling alleys—what a treat that must be! He has helped me tremendously in my own campaign and for that I am so grateful."

***Update: What was the worst moment in your campaign to prevent tobacco use?***

Megan Hottman: "I am the recipient of some pretty ill feelings from the people that run my place of employment, as well as from the smokers in the building. My name became associated with a person that makes trouble, both for my bosses and for the smokers. People here either love me or they hate me. I am the type of person that prefers to be liked. Getting used to those ill feelings took a while, but I keep reminding myself that this truly is the right thing to do...and I may actually be saving lives, or at the very least, extending them.

So, at the end of the day, I can live with that. The legal industry is all about your reputation and making a positive name for yourself. I realize that the actions I've taken have probably alienated me from a few of my future potential employers. But, would I want to work for someone who condones smoking anyhow? As Howard Schultz said, 'If you want to achieve widespread impact and lasting value, be bold.'"

***Update: Thus far, what is your best moment/achievement in your campaign to prevent tobacco use?***

Megan Hottman: "When a portion of the building was declared a no-smoking zone. It was an area that smokers had just sort of "turned into a designated smoking area" and before you knew it,

15-20 smokers would be there at any given time. The worst part about it? All employees and any handicapped visitors entered the building through that area. So everyone got to start their day off reeking of smoke.

It was a small victory, but we still need to address the rest of the building. I am confident that the "powers that be" will address the building situation soon, as we are the only government building in the area that allows smoking indoors.

***Update: Ten years from now, how do you see your community in terms of tobacco use?***

Megan Hottman: "I would like to see Missouri not only "jump on the no-smoking bandwagon" but be one of the states leading the way. Had I known then, what I know now, about my place of employment, I am not sure I would have taken the job. I worked at a comparable place of employment in another state, generally considered to be "behind the times" as these things go. But that state was far ahead of Missouri in terms of its intolerance of smoking in public places.

Frankly, if something isn't done and Missouri doesn't become more proactive, I see more people dying from smoking, both smokers and nonsmokers, and I see more youth being caught up in the addiction. Kansas and Missouri both received failing grades last year in terms of providing smoke-free workplaces and reducing the amount of youth smoking. Those numbers are indicative of the proactiveness (or lack thereof) of the Missouri government, legislature, local councils, and business owners. I wish that more companies would realize that eliminating smoking from their work premises will actually BOOST their income, BOOST their employee morale, and LOWER their insurance premiums, not to mention LESSEN the amount of sick leave taken by smoking employees! In other words, in 10 years, if Missouri is smoke free, the businesses will be more productive, the employees will be happier, and the rest of the country will view Missouri as a health-conscious, proactive state, not one that lags behind in the face of change...especially when the impetus for change has been presented in terms of medicine, science, and staggering statistics.

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## Delores Joyce

Regional Coordinator,  
Tobacco Use Prevention Program  
Springfield, MO



Delores Joyce works within the Ozark Public Health Institute at Missouri State University to assist area coalitions. She recently endured a year-long ordinance campaign. In December, Joyce was awarded the Prevention Volunteer of the Year Award for Greene County from the American Cancer Society (ACS).

### **Update: How long have you been involved with the tobacco prevention issue?**

Delores Joyce: "10 years. Started in Dec. 1994 as Prevention Specialist for Community 2000. In Dec. 1995 started with the American Lung Association (ALA) where I stayed for 6 1/2 years. Started here in Sept. of 2001."

### **Update: What was your first tobacco prevention task?**

Delores Joyce: "Not sure how to answer this one - In my role as Prevention Specialist for C-2000, I was responsible for supervising/motivating/providing support to community mobilizers in three southwest Missouri communities. As you may know, C-2000 focused on drug, alcohol and tobacco."

In terms of tobacco prevention, my first big task was with the American Lung Association. I developed a curriculum for grades K-6 called the "Clean Air Curriculum" that had grade specific activities for lung health/anatomy, tobacco use prevention, and clean air. It included everything a teacher needed to do the section - activities, worksheets, stickers, etc., and utilized videos that were available free of charge from our video loan library. I marketed and provided the curriculum to schools in 23 counties free of charge for

several years.

### **Update: Do you have a personal motivation for this issue?**

Delores Joyce: "Yes, although it didn't become apparent to me until I started working in tobacco control. Smoking was the norm as I was growing up in the 60's and 70's. After I started working at ALA, and learned more about tobacco use, I realized that tobacco use was a contributor to my father's battle with heart disease. My father was a heavy smoker, Winston's-2+ packs a day, until he had a massive heart attack. His doctor gave him 2 choices, quit smoking or die. He chose to quit smoking. My Dad was a bit different than many smokers who are heavily addicted, he just stopped one day and never took it up again, I don't ever recall him trying to quit before then. Unfortunately for my Dad, as is the case with many smokers, the damage to his heart was extensive. He struggled with heart disease for many years before his final heart attack that killed him, 2 months after I got married."

### **Update: This really is the classic David-vs-Goliath-type campaign, what keeps you going when your goal seems unobtainable?**

Delores Joyce: "I go back to the basics. By this I mean that I reflect on what the real goal is. Sometimes in this work it is easy to get distracted and misguided and lose sight of the true goal. This is usually when things look the bleakest. Reading the experiences of others "in the trenches" from around the country is inspiration to keep at it. Also, although a goal may not be obtained, I keep in mind that "It's all about the journey." Although changes in policies, attitudes, smoking rates, exposure to secondhand smoke is the ultimate goal, building the foundation for change is extremely important."

### **Update: If an individual really can make a difference, what is the best way for them to get started?**

Delores Joyce: "Find a group or organization that is supportive and build a group of like-minded people. Local health organizations are always a good place to start-hospitals, health departments, ACS, ALA, AHA (American

Heart Association), and of course the folks with the Tobacco Use Prevention program in the state. Being "an army of one" as Stan (Cowan, MO Tobacco Use Prevention Program coordinator) has said is a recipe for disaster, especially when trying to change policy."

### **Update: What is your favorite tobacco prevention website?**

Delores Joyce: "I have a couple: Americans for Nonsmokers Rights—ANR ([www.no-smoke.org](http://www.no-smoke.org)), and the Tobacco Technical Assistance Consortium—TTAC ([www.ttac.org](http://www.ttac.org)).

### **Update: Do you have a champion, someone you admire, in tobacco prevention?**

Delores Joyce: "Don't really have one. People like Joe Cherner (President of SmokeFree Educational Services, Inc.) are inspiring. I like the way his message is clear and consistent. Also, the dedication and energy of people I read about in papers from around the country that are dedicated to the cause of reducing the toll of tobacco use."

### **Update: What was the worst moment in your campaign to prevent tobacco use?**

Delores Joyce: "Attending a Springfield City Council meeting without enough supporters. At this particular meeting the Mayor presented his proposal to have a vote of the people for a ban on smoking in all public places. The room was full of angry smokers, restaurant owners and industry lobbyists. Only three people were there in support—me, Dr. Jim Blaine (local physician and coalition member) and ACS representative Stacy Goddard. Dr. Blaine stepped up to the plate and spoke. Two dozen people spoke in opposition to the ordinance stating everything from the need for a level playing field, bingo revenue would be damaged, taking away rights, customer choice, etc."

### **Update: Thus far, what is your best moment/achievement in the campaign to prevent tobacco use?**

Delores Joyce: "Certainly, the passage of a stronger clean indoor air law here affecting restaurants was significant. Although our ordinance is not comprehensive, it is a step in the right direction."

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The opening of Hammons Field smoke free was a great example of how a campaign should run. In this case we, breathe easy Springfield, were able to be proactive rather than reactive (as was the case with the ordinance). We did our research, crafted a position paper, provided information to anyone and everyone who wanted/requested it. As a result, Mr. (John Q.) Hammons (stadium owner) received personal letters, calls and visits from many people in Springfield. Our case was strong, clear and strategically presented. The end result was a good one.

**Update: Ten years from now, how do you see your community in terms of tobacco use?**

Delores Joyce: "Our goal is Smokefree Springfield. In 10 years, I hope we will have a ban on workplace/public place smoking. We are making great strides—82 percent of our restaurants are smokefree, we have one of a handful of community colleges in the nation that has a tobacco-free campus, OTC (Ozark Technical College), our school district has been tobacco-free for many years, our malls, many of our parks and city buildings are smokefree.

## Evelyn Robertson

Homemaker, Nurse,  
Mother, Grandmother  
Centralia, MO



Evelyn Robertson is a life-long resident of Centralia. A homemaker and mother of three, she now has eight grandchildren and three great grandchildren. After raising her family, Evelyn went back to school and earned a license in practical nursing. She then worked as

a nurse for 24 years. When she retired from the nursing profession, Evelyn became a full-time community activist working with neighborhood watch, a local senior citizen's group, as a municipal clerk, and with the local chapter of the American Cancer Society. Evelyn is the founding member of a newly formed, and as-yet-unnamed, tobacco use prevention coalition serving the communities of Centralia and Sturgeon, Missouri.

**Update: How long have you been involved with the tobacco use prevention issue?**

Evelyn Robertson: "Approximately eight years."

**Update: What was your first tobacco use prevention task?**

Evelyn Robertson: "Gathering signatures on a petition to ban tobacco use on school campuses here in Centralia, and accompanying students as they presented that petition to the school board. The school board did vote to ban tobacco use on all three school campuses here in Centralia."

**Update: Do you have a personal motivation for getting involved?**

Evelyn Robertson: "To save lives, get smokers to quit and keep them from starting. To have healthy children."

**Update: This really is the classic David-vs-Goliath campaign; so what keeps you motivated when your goal seems unobtainable?**

Evelyn Robertson: "I remember the facts about disease that is caused by secondhand smoke and I think of how severe nicotine addiction really is. I just try to remember how important it is to educate young people to avoid smoking. When I see something on television about the progress to eliminate public smoking, it just gives me hope to keep going."

**Update: If an individual really can make a difference, what is the best way for them to get started?**

Evelyn Robertson: "Know your facts. You can get them from the American Cancer Society, the American Lung Association, and the Missouri Department of Health and Senior Services. When you have your facts, you can go

and educate others. You can reach out to others and tell them about the dangers tobacco causes. Make sure you have your facts."

**Update: What is your favorite tobacco prevention website?**

Evelyn Robertson: "I don't have a computer, but I can go to the school or the library and use one, so I like [www.ffsonline.org](http://www.ffsonline.org) (American Lung Association) and the state's ([www.dhss.mo.gov/SmokingAndHealth](http://www.dhss.mo.gov/SmokingAndHealth))."

**Update: Do you have a champion, someone you admire, in tobacco prevention?**

Evelyn Robertson: "Ed Johnson. He helped and encouraged me. He is my mentor to keep me going." [Ed Johnson is a community specialist for the American Cancer Society office in Columbia.]

**Update: What was the worst moment in your campaign to prevent tobacco use?**

Evelyn Robertson: "When I'm misquoted by the media. When I see parents smoking in cars with small children in them. When I see parents defying posted no smoking signs. When I see cigarette butts littering the ground. To see someone using oxygen and a family member smoking nearby without any consideration of the dangers—I've seen it happen. All of these examples, to me, represent no self-restraint in action or speech—that really tears me up."

**Update: Thus far, what is your best moment/achievement in your campaign to prevent tobacco use?**

Evelyn Robertson: "The posting of the No-Smoking signs on school property here in Centralia. That was the result of a lot of hard work by a lot of people who were involved in making Centralia's school campuses tobacco-free."

**Update: Ten years from now, how do you see your community in terms of tobacco use?**

Evelyn Robertson: "All public eating places posted No-Smoking, and our youth taking a stand for no liquor, no drugs and no tobacco. The more I learn about the addiction, and dangers, of cigarettes, the more I want to teach others."

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## Chris Brandt

College Student  
Poplar Bluff, MO



Chris Brandt is the founding member of the coalition, Citizens for Non-Smokers' Rights. The purpose was to gather signatures for a petition to ask the Poplar Bluff City Council to adopt an ordinance banning smoking in all public indoor workplaces. Brandt conceived of the idea after completing an assignment for a Lifetime Wellness class he had taken at Three Rivers Community College, where he is a sophomore. Brandt and his fellow coalition members also established a website ([www.smokefreepb.com](http://www.smokefreepb.com)) where visitors can get information about the petition drive and educate themselves about the dangers of secondhand smoke. Brandt, 19, works for Briggs & Stratton in Poplar Bluff, but plans to continue his education at the University of Missouri at St. Louis next fall where he will major in finance and marketing.

### **Update: How long have you been involved with the tobacco use prevention issue?**

Chris Brandt: "I have been involved with the tobacco use prevention issue for nearly six months now."

### **Update: What was your first tobacco use prevention task?**

Chris Brandt: "The first tobacco prevention task that I got involved with was starting up a coalition group to try to ban smoking in all indoor workplaces in Poplar Bluff, Missouri. Our group, Citizens for Non-Smokers' Rights,

accomplished quite a bit in my opinion. Besides getting hundreds of signatures on a petition over a short period of time, we also got a lot of the community involved in the issue at hand. Many people in this town were also educated on this issue because of our attempt to ban smoking in all indoor workplaces.

### **Update: Do you have a personal motivation for getting involved?**

Chris Brandt: "I learned of the seriousness of secondhand smoke after reading an article on CNN.com about a study done by James Repace in Delaware. After reading about how bad secondhand smoke has become, I decided to talk to a few people about possibly starting a smoking ban petition here in our town and county. The side-stream smoke is more than just annoying and nasty, it's very, very unhealthy to everyone exposed to it."

### **Update: This really is the classic David-vs-Goliath campaign; so what keeps you motivated when your goal seems unobtainable?**

Chris Brandt: "We know that there is a lot of support for our campaign out there. We know that no matter what anyone says to argue with us, that they are uneducated on the issue and they are incorrect. Knowing that we have lots of support and that we are trying to do something for the good of all of the community, it is really easy for us to keep pressing on with the issue until we achieve our goal."

### **Update: If an individual really can make a difference, what is the best way for them to get started?**

Chris Brandt: "Research, research, and more research. You can't argue with uneducated people if you are one yourself. Another big thing you need to do to get started is get some people who are very dedicated to your issue on your side, people who will work to get something done. You cannot do something this big alone, it just won't happen."

### **Update: What is your favorite tobacco prevention website?**

Chris Brandt: "Mine, of course! :) (<http://www.smokefreepb.com/>). OK, I also like <http://www.repace.com>. I have been very successful using the published studies and fact sheets of James Repace, MSc. I was also able to contact him via

phone and e-mail and he was very helpful answering my questions and sending me even more information that he doesn't have on his website."

### **Update: Do you have a champion, someone you admire, in tobacco prevention?**

Chris Brandt: "James Repace is most definitely the person I most admire. He has spent over 20 years of his life trying to prevent smoking and has been very successful doing it. He is also credited with publishing the first paper proving that secondhand smoke causes cancer."

### **Update: What was the worst moment in your campaign to prevent tobacco use?**

Chris Brandt: "The worst moment. I don't really have an answer for this question because I've only had good moments in my campaign. I look forward to every possible thing that could happen because I know that we are doing the right thing and cannot be brought down by anything."

### **Update: Thus far, what is your best moment/achievement in your campaign to prevent tobacco use?**

Chris Brandt: "The best achievement for our group so far is getting people around our community educated on the issue, and talking about the issue. Things were stirred up so much here by all of the media and the people talking that I've had countless phone calls and e-mails and personal confrontations. There have been several articles in the newspaper here also, many supporting our cause and many opposing it."

### **Update: Ten years from now, how do you see your community in terms of tobacco use?**

Chris Brandt: "Ten years from now, I would hope that not only our community or state is smokefree, but I would hope that as a nation we have realized that this is a huge problem that must be dealt with and the only way to do that is to eliminate it completely. I hope that the United States, smokers and non-smokers alike, will come together and do something for the betterment of our country and its citizens. ■